

Docket No. 13-0301

SRK 1.07 Attach

SRK 1.07 (b)

AG 2.11 Attach 1 Account 909 \$4,125

- | | |
|--|--|
| 1) Explain why the expense is necessary for the distribution of electricity; | The expenses relate to the vendor's review of ActOnEnergy and FEFL messaging for consistent communications to customers by energy efficiency contractors. |
| 2) Identify any ratepayer benefits; | The intended benefit of the vendor's services was to have consistent and clear messaging and to lessen confusion with other advertising of contractors. |
| 3) Provide the rationale for recovery of this expense from ratepayers; | Allowable under Section 9-225. Cost-effectively provides a service not internalized by AIC. See also subpart (b)(2). |
| 4) Explain how the expense qualifies as advertising expense; | The expenses directly relate to the content of AIC's external print advertisements. |
| 5) Identify the specific Section 9-225(3) advertising category Ameren is claiming; | Section 9-225(3)(a), (e) & (i) |
| 6) Identify the specific advertising message; | "Want to know how to save up to \$100 a year? Unplug and save energy." Ameren Illinois and Focused Energy For life logos are added so customers know who is providing information. |
| 7) Identify the targeted audience; and | ActOnEnergy customers |
| 8) Identify the means or method in which the message was conveyed. | Print and display ads, brochures and written informational pamphlets. |